

## CLAIMS

1. A method comprising:

5 transmitting to a customer or a driver a graphical representation to facilitate execution of a reservation of a transportation service to be provided to the customer by the driver.

2. The method of claim 1 comprising:

selecting a reservation associated with the customer; and  
associating the driver with the reservation.

10 3. The method of claim 1 in which transmitting the graphical representation comprises transmitting the graphical representation in response to a time associated with the reservation.

4. The method of claim 1 in which transmitting the graphical representation comprises transmitting the graphical representation to a wireless handheld device.

15 5. The method of claim 1 in which the graphical representation comprises a photograph of the driver associated with the reservation.

6. The method of claim 1 in which the graphical representation comprises a photograph of the customer associated with the reservation.

7. The method of claim 1 in which the graphical representation comprises a photograph of a vehicle, including the license plate, associated with the reservation.

20 8. The method of claim 1 in which the graphical representation comprises a map associated with the reservation.

9. The method of claim 8 in which the map comprises a pick-up location associated with the reservation.

10. The method of claim 9 in which the pick-up location comprises a location in an airport.
11. The method of claim 8 in which the map comprises directions from a location associated with the customer to a location associated with the driver.
- 5       12. The method of claim 1 in which the graphical representation comprises a text message from the customer.
13. The method of claim 1 in which the graphical representation comprises a text message from the driver.
14. A system comprising:
  - 10           a computing device adapted to:
    - select a reservation with an associated customer and an associated driver; and
    - transmit a graphical representation to the associated customer or the associated driver.
15. The system of claim 14, further comprising a data communication channel through the computing device, the data communication channel linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.
- 20       16. The system of claim 14, further comprising a data communication channel through the computing device, the data communication channel linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.
- 25       17. A computer program product, tangibly embodied in an information carrier, the computer program product comprising instructions operable to cause data processing apparatus to transmit to a customer or a driver a graphical representation to facilitate execution of a reservation of a transportation service to be provided to the customer by the driver

18. The computer program product of claim 17, wherein the instructions are further operable to cause the data processing apparatus to select a reservation associated with the customer and to associate the driver with the reservation.
- 5 19. The computer program product of claim 17, wherein the instructions are further operable to cause the data processing apparatus to confirm that the driver and the customer do not require any additional information to facilitate execution of the reservation.
- 10 20. The computer program of claim 17, wherein the instructions are further operable to cause a customer service representative to contact the passenger and assist the passenger with execution of a reservation.